

Mothers and babies who do not breastfeed run these risks when infant formulas are introduced. WABA calls it the *Dangers of Infant Formula*. However, despite the many risks involved in formula feeding, globally, only 36% of mothers exclusively breastfeed their babies until six months of age.

Given the overwhelming number of studies and research that support it, breastfeeding would seem to be the obvious health decision made by families. However, for a majority of the global population numerous challenges have to be overcome to successfully breastfeed a child. Some of these challenges include:

- lack of awareness of the importance of breastfeeding;
- inadequate access to skilled support;
- aggressive and unethical marketing by baby food companies;
- unsupportive working environments and childcare policies;
- community and cultural practices that do not support breastfeeding.

WABA and our allies work consistently to overcome these challenges, in order to create an enabling environment so that breastfeeding is a universal norm.



“ Can you name a miracle food that is universally available, free and can save children’s lives and maybe even make them smarter? That’s not a trick question. There really is such a substance, now routinely squandered, that global health experts believe could save more than 800,000 lives annually. ”

– Nicholas Kristof, *A Free Miracle Food* (2013)